



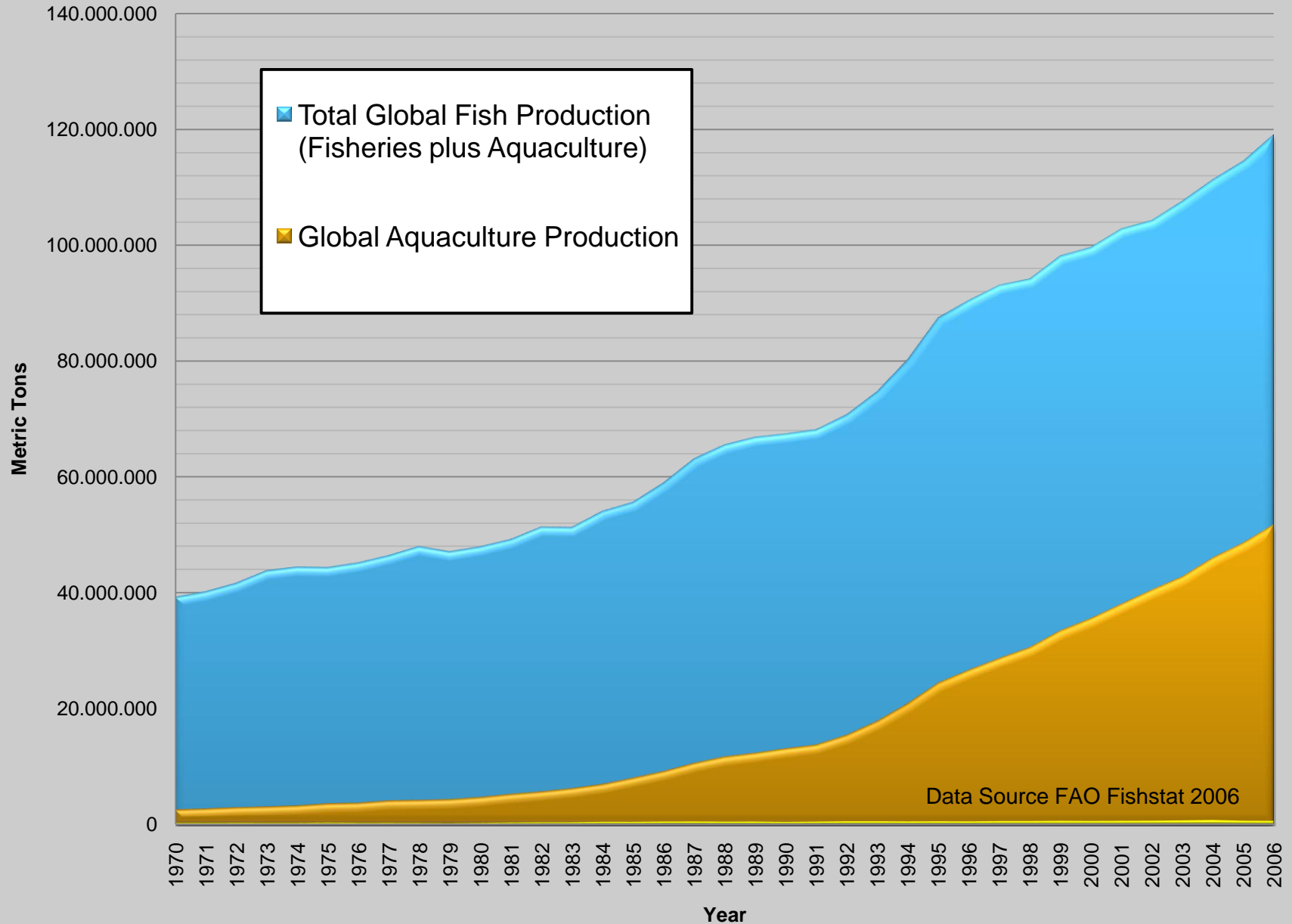
# The Aquaculture Dialogues

*Creating standards for responsible aquaculture*

**Christoph Mathiesen, WWF**

**January 19th , Copenhagen**

# Almost half of seafood is produced on a farm





# WWF and Aquaculture

- Focus on aquaculture began with shrimp
- We looked at impacts and realized they could be reduced
- Evolved into multi-stakeholder development of performance-based, voluntary standards
- An aquaculture eco-label should cover a suite of species





# Goal of the Aquaculture Dialogues

Create measurable standards for environmentally and socially responsible aquaculture



Industry should remain economically viable!





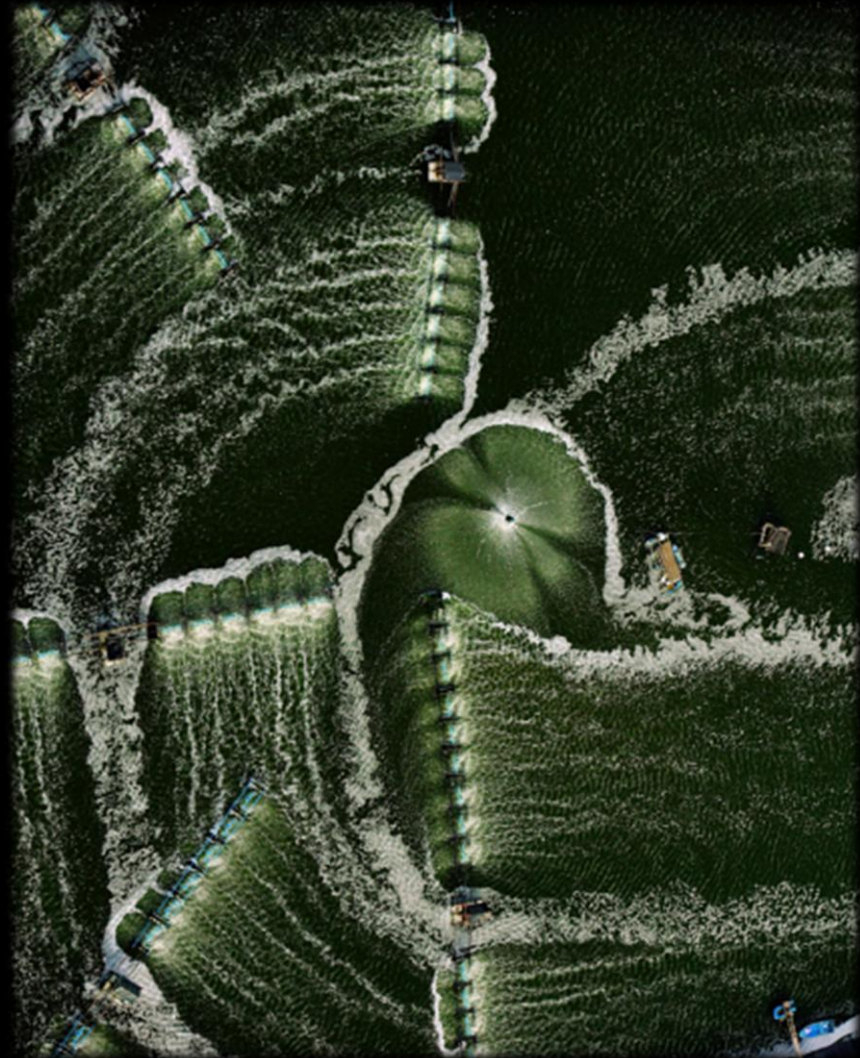
# Key Impacts Across Multiple Species

- Water pollution
- Feed management
- Escapes and genetic impacts
- Use of water
- Habitat conversion
- Disease and parasite transfer
- Energy efficiency and carbon footprint
- Social/community impacts and user conflicts



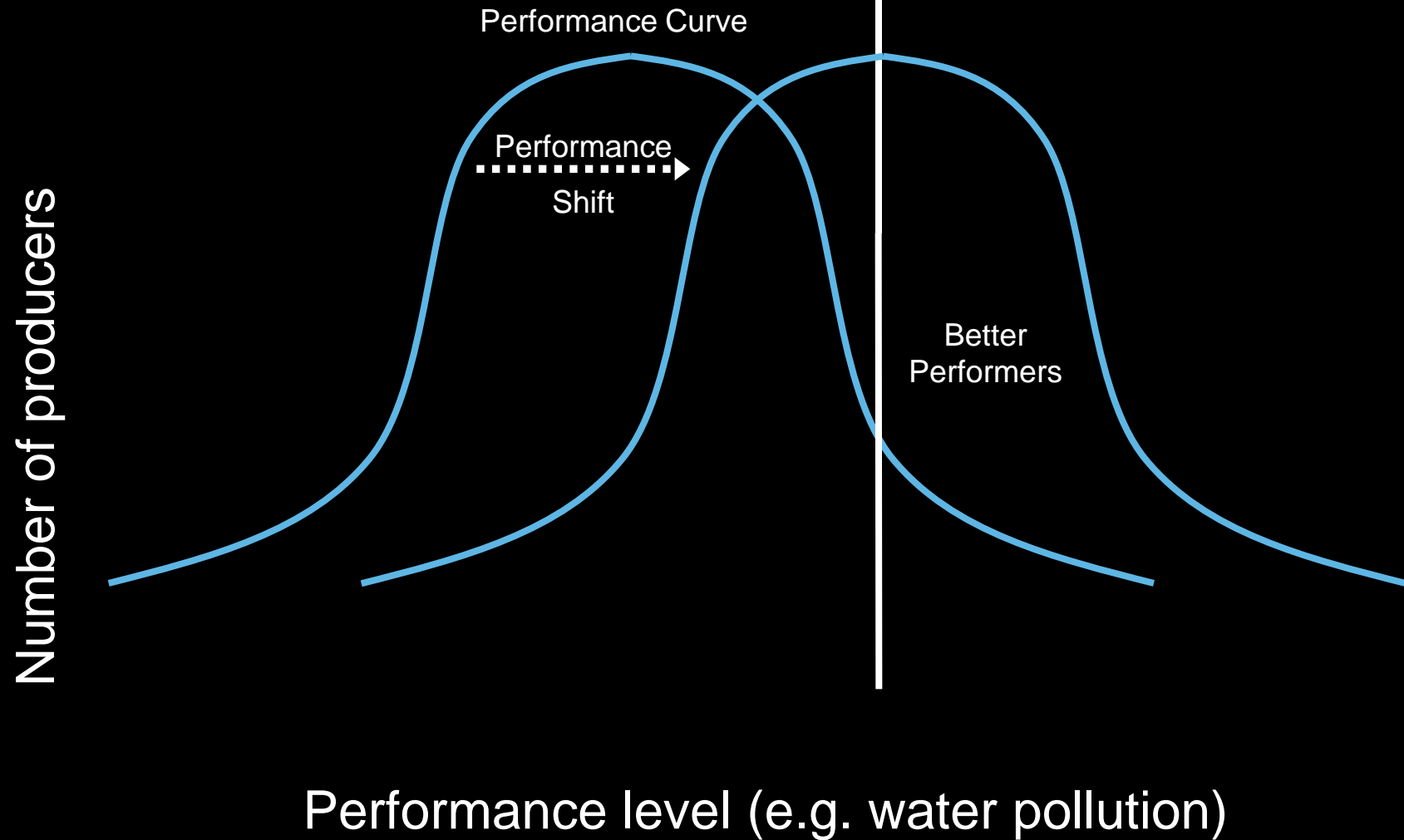
# Use standards to transform aquaculture

- Certify producers (ASC)
  - robust, make difference
- Benchmark other standards
- Incorporate into government programs
- Create foundation for lending and investment screens



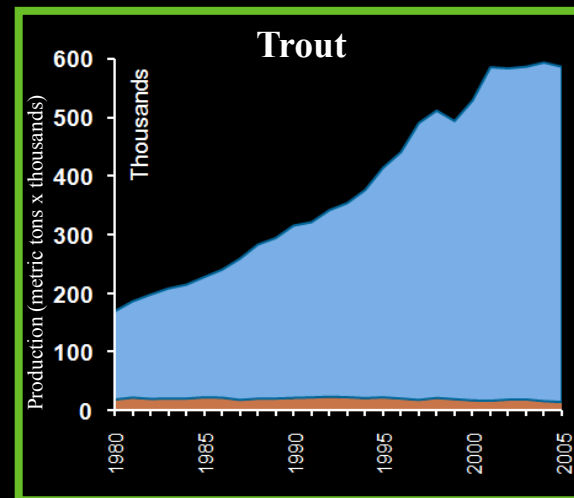
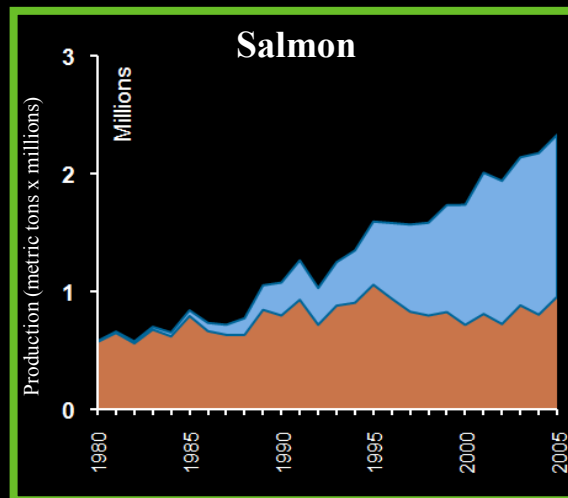
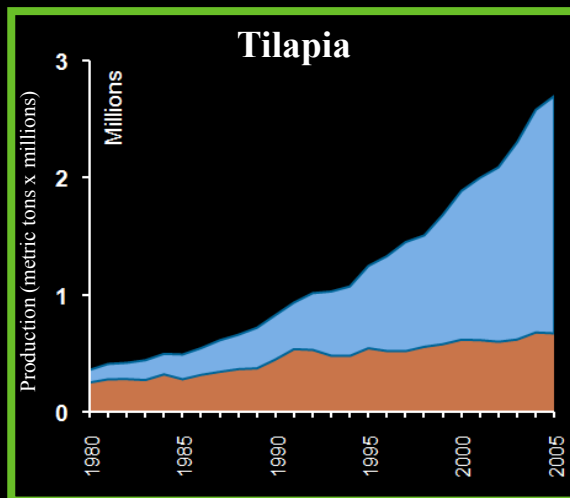


# Standards will encourage innovation

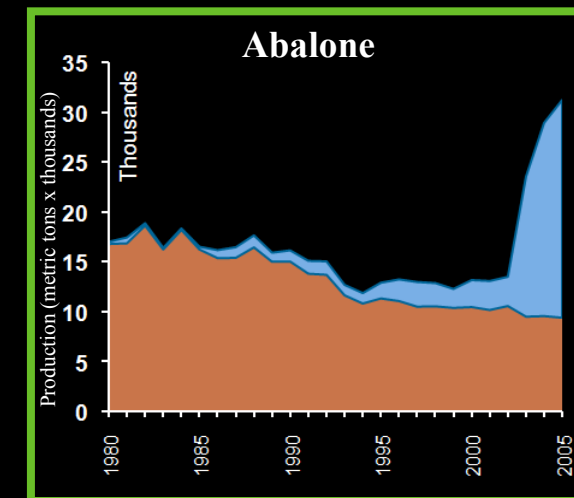
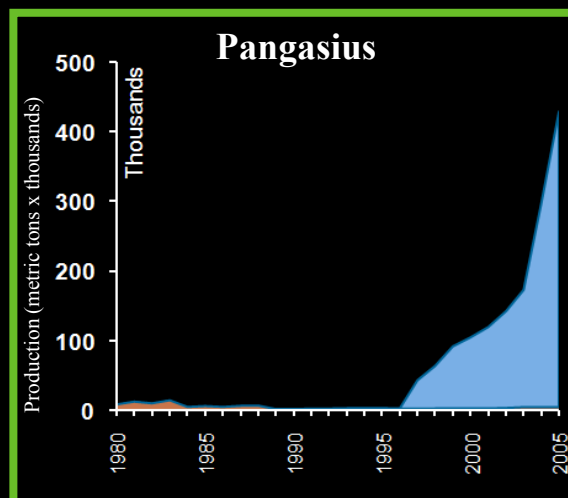
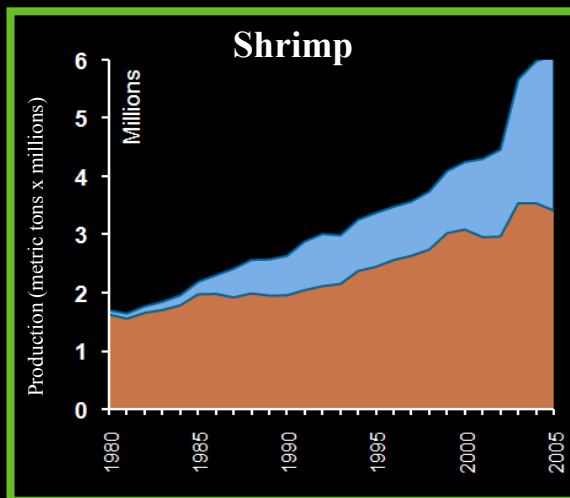




# Standards to be created for 12 species



■ Aquaculture      ■ Capture

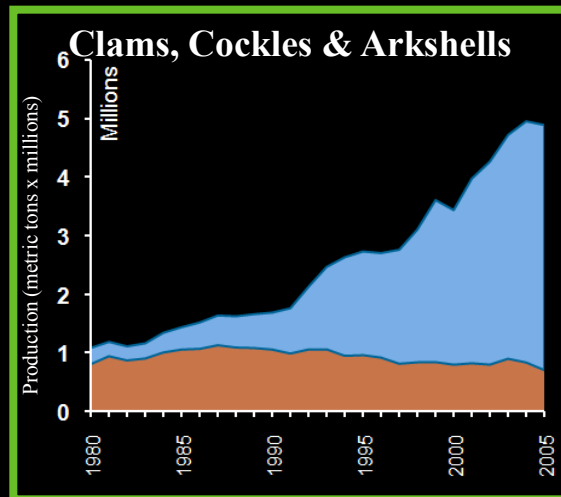
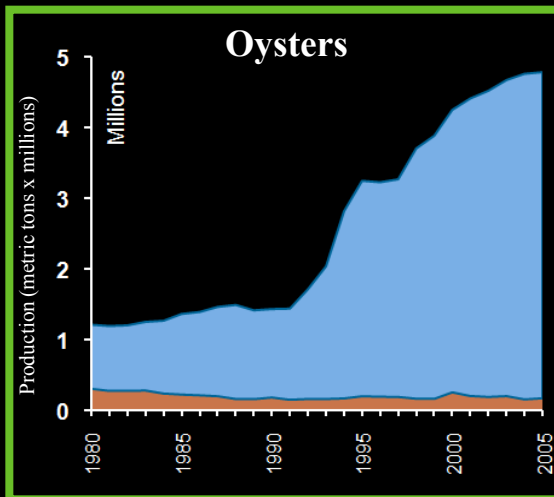
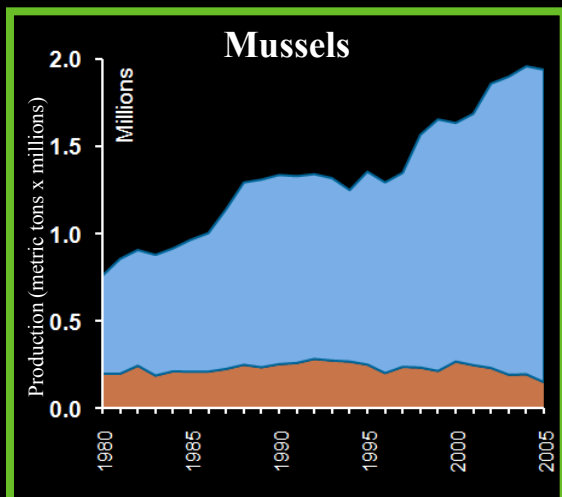


Source: FAO FishStat - Aquaculture Production: Quantities 1950-2005 and Capture Production: 1950-2005

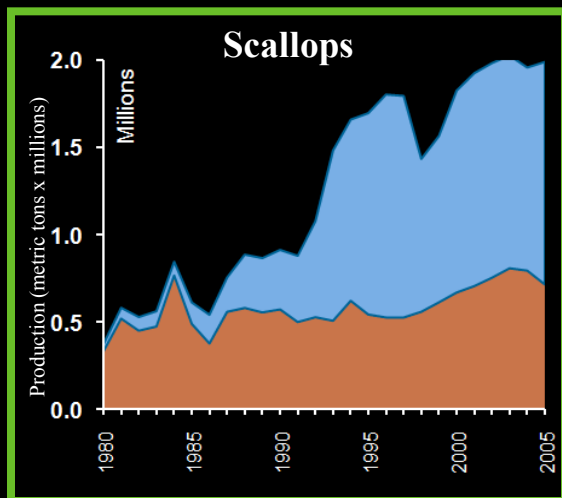




# Standards to be created for 12 species



■ Aquaculture      ■ Capture



Seriola/cobia  
Aquaculture  
Dialogue – in  
development



# Aquaculture Dialogue Process



# Dialogue process

- Multi-stakeholder
- Consensus oriented
- Transparent
- Based on sound science
- Performance-based
- Measurable standards
- Follow the standards of ISEAL
  - multi stakeholder, transparency, public hearing
  - ongoing review on the relevance and effectiveness





# Aquaculture Dialogue Standards Expected Timeline

- Tilapia..... Q4 2009
- Pangasius..... Q2 2010
- Oysters..... Q2 2010
- Clams..... Q2 2010
- Mussels..... Q2 2010
- Scallops..... Q2 2010
- Abalone ..... Q3 2010
- Shrimp..... Q4 2010
- Salmon..... Q4 2010
- Freshwater trout ..... Q4 2010







A horizontal bar composed of five colored segments: green, gold, blue, red, and gold.

# Aquaculture Stewardship Council



# Aquaculture Stewardship Council (ASC)

What is it?

- A **new and independent** entity that will hold the standards and work with independent accredited certification bodies that contract auditors to certify farms



# Aquaculture Stewardship Council



Aquaculture  
Dialogues  
=  
“standard  
creation  
process”

Aquaculture  
Stewardship  
Council  
=  
“standard  
holding body”

Certification  
Bodies  
=  
“3<sup>rd</sup> party  
ISO 65  
accredited”

Farm  
=  
“unit of  
certification”

The process incorporates firewalls to  
maintain independence and integrity



# Aquaculture Stewardship Council

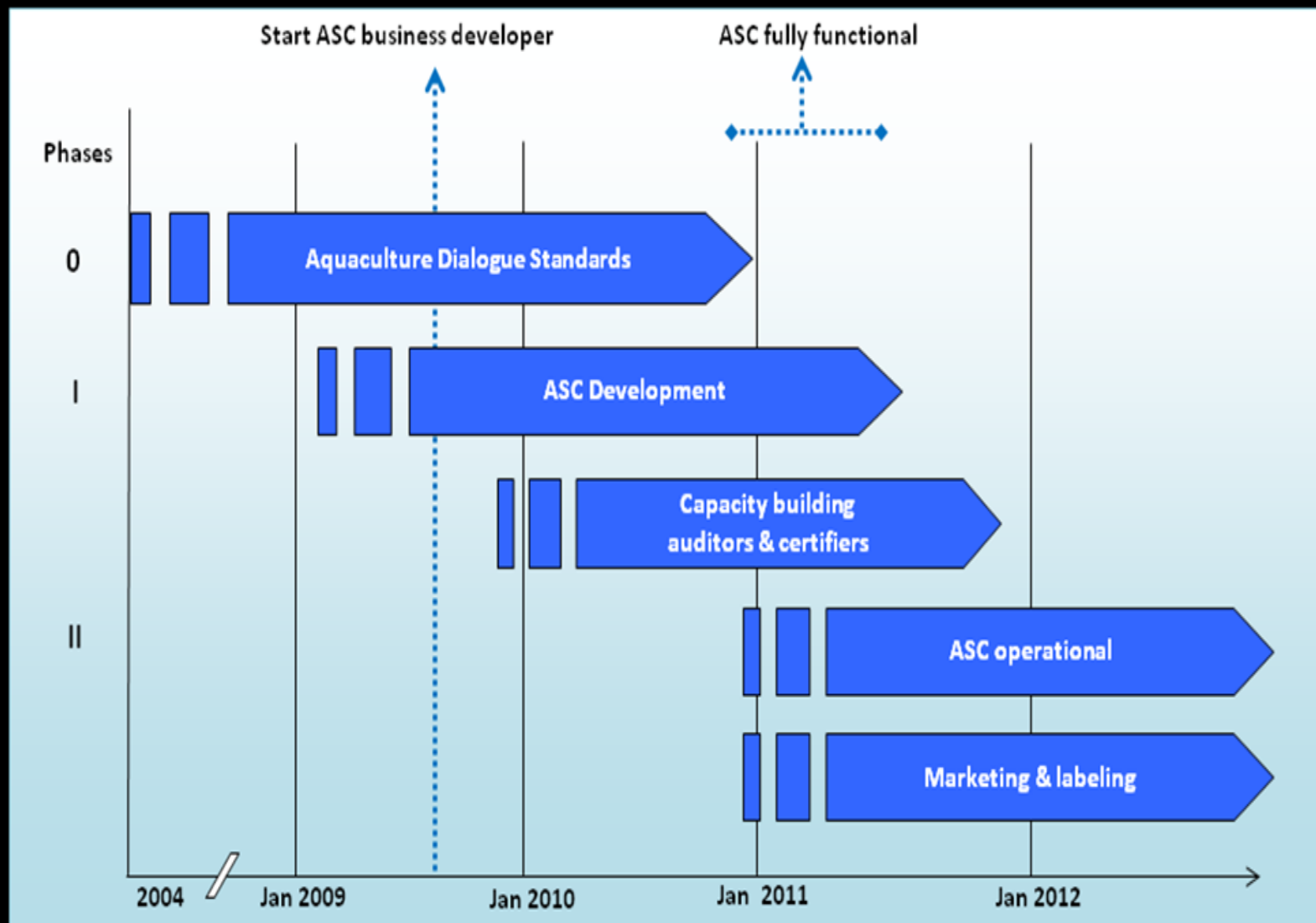
1. The ASC will offer farm level annual certification and offer chain of custody;
2. Governed by a multi-stakeholder Board of Directors
3. To offer value to retailers, reduce cost to producers, and reduce confusion to consumers; the ASC will “partner” with GFSI members that offer Food Safety standards.
4. Intermediate partnership between ASC and GlobalGap
5. GlobalGap will offer the Aquaculture Dialogue Standards as a voluntary ad-on to their existing standards



# Aquaculture Stewardship Council

- ❑ May take 18 months to develop the independent ASC;
- ❑ Philip Smith has been hired as the Development Director: [Philip.smith@ascworldwide.org](mailto:Philip.smith@ascworldwide.org)
- ❑ The Development Director is tasked with:
  - ❑ Sourcing potential partners and funding for start-up costs;
  - ❑ Updating business plan and projections;
  - ❑ Creating the administrative and institutionalization of the ASC (governance, by-laws, etc...); and , ASC set up – office, web-site, staff, etc.
  - ❑ Establishing the certification process







# Get involved

[www.worldwildlife.org/aquadialogues](http://www.worldwildlife.org/aquadialogues)

[aquacultureinfo@wwfus.org](mailto:aquacultureinfo@wwfus.org)